

Figure 1

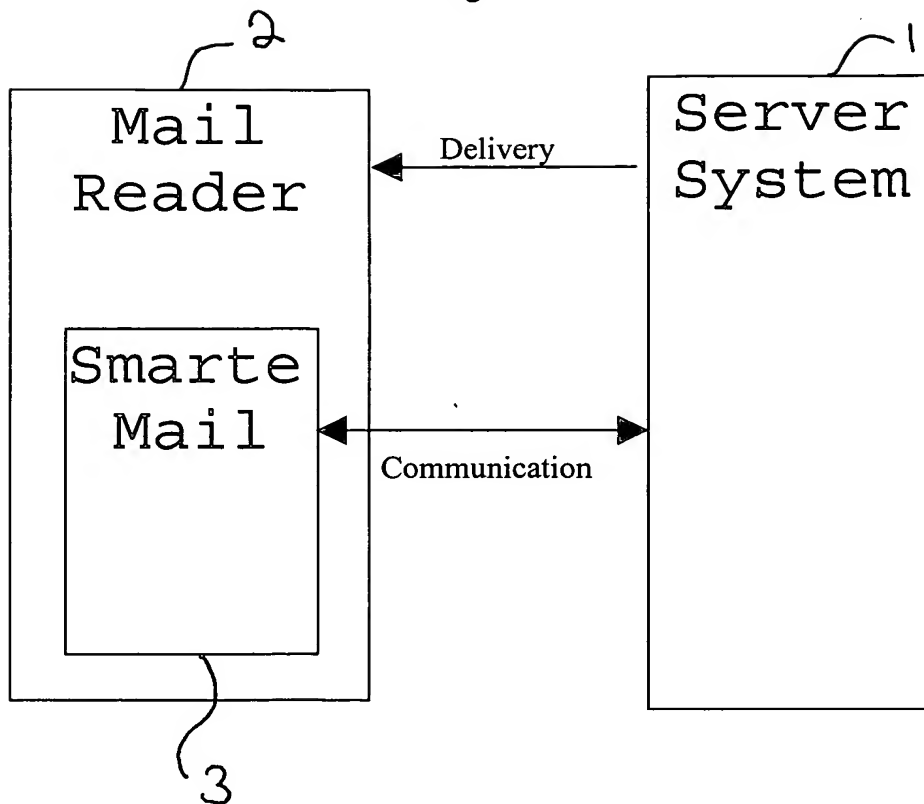


Figure 2a

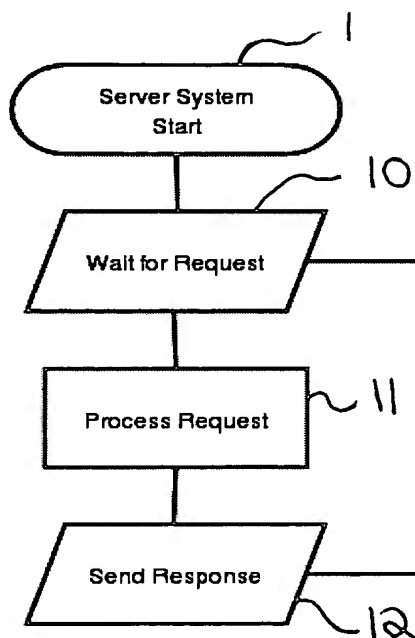


Figure 2b

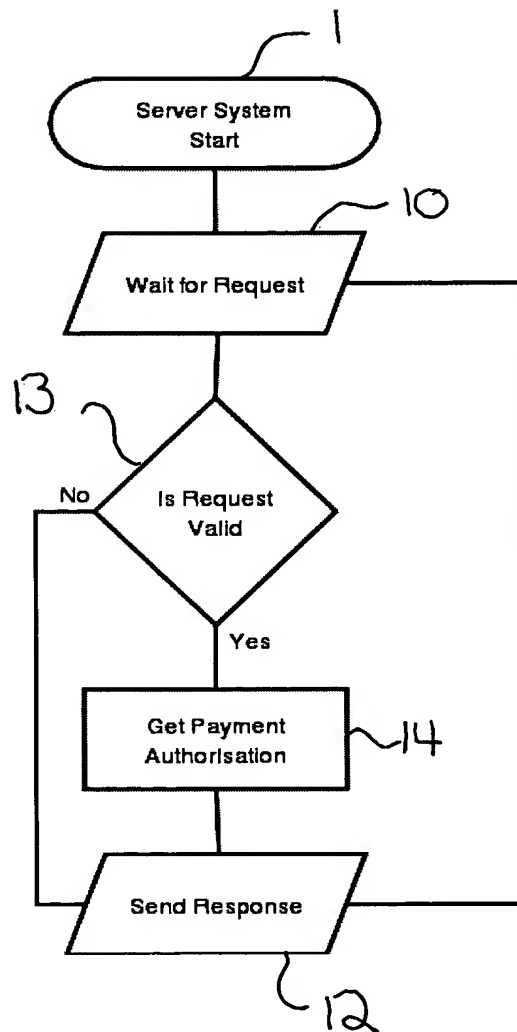


Figure 2c

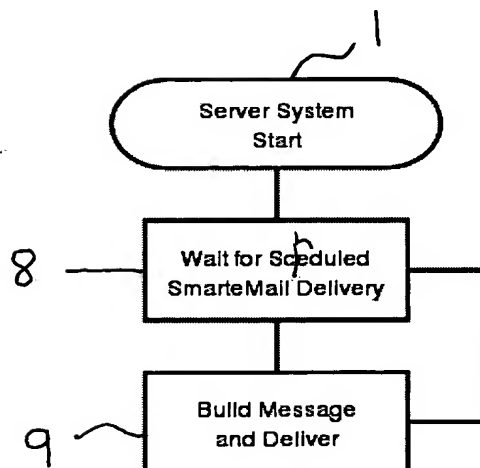


Figure 3a

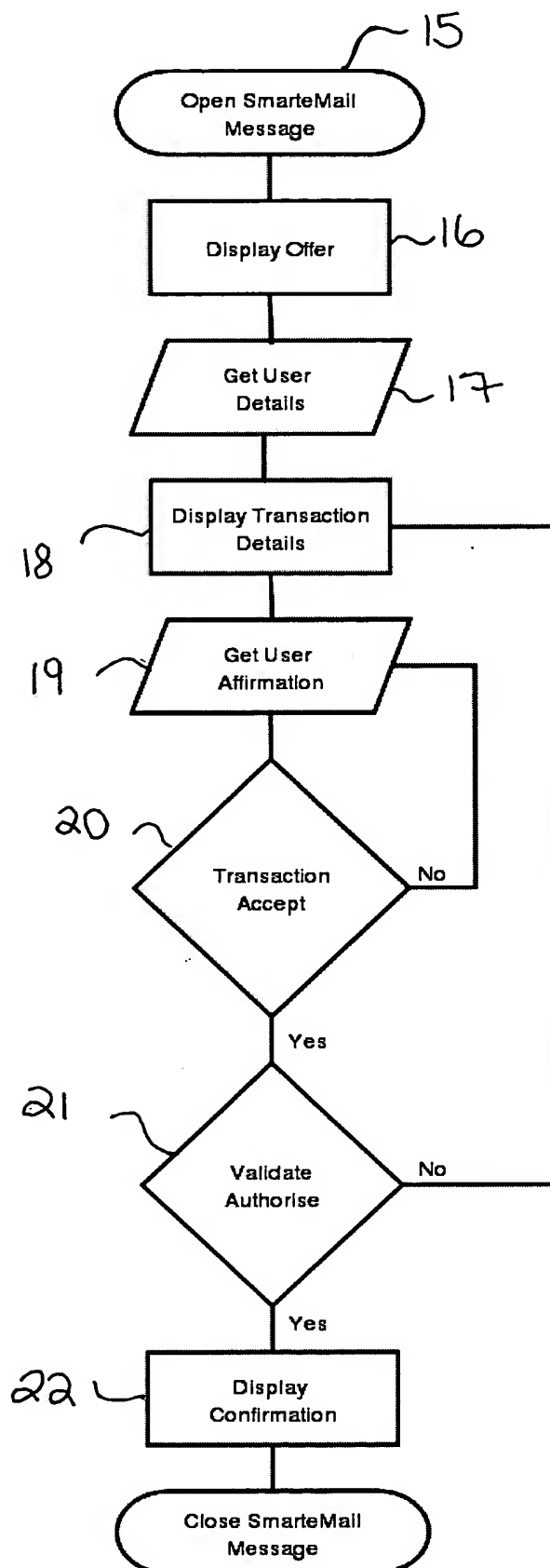


Figure 3b

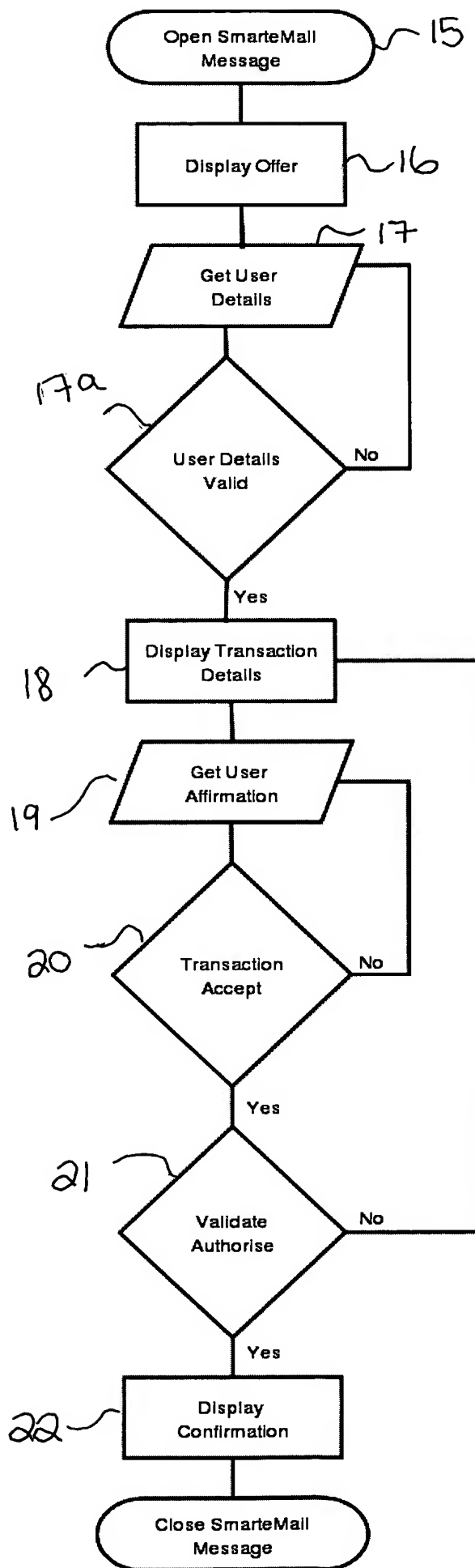
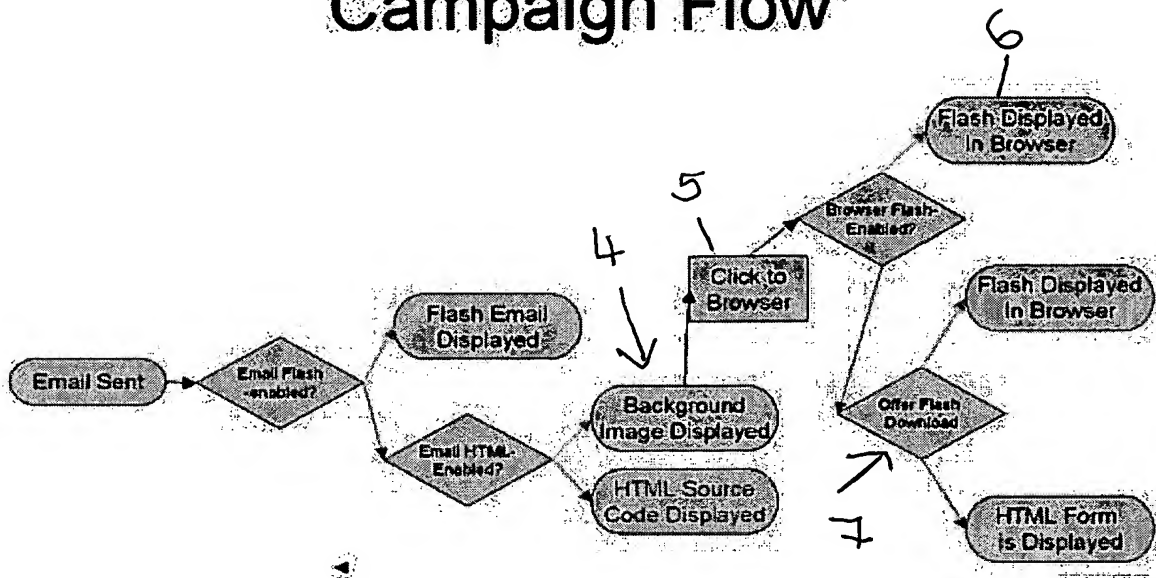


Figure 4

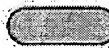
Campaign Flow



Key:



Decision Point



Start/End



Action

Yes

No

Figure 5a



Dear Mike,

Have we got an offer for you!

If you buy a **RETURN** transatlantic flight within the next 48 hours we will deduct **40%** off the standard price

Cras leo enim, dapibus a, blandit et, dignissim ac, risus. Quisque ultricies, arcu aliquet laoreet nonummy, magna lectus venenatis tellus, ut rutrum quam neque in wisi.

Nullam laoreet, nunc eu laculis lacinia, nibh wisi scelerisque purus, ac egestas nisi orci quis ipsum. Suspendisse et sapien.

Suspendisse potenti. Nullam ut sem eu libero luctus porta. Nulla malesuada cursus nunc.

TAKE ADVANTAGE OF THIS OFFER NOW!

Title



First Name

Last Name

Enter your house number / name and postcode and press the Look up Address button.

Number / Name

Postcode

Look up Address

Email Address

Phone Number

Continue

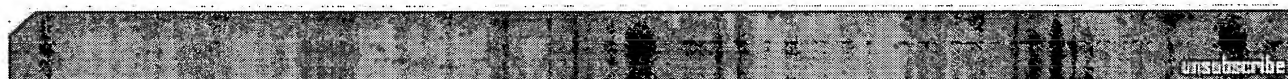
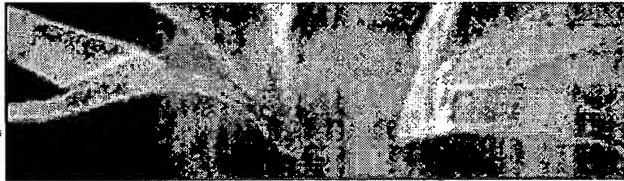


Figure 5b



Please enter your preferred departure airport, date and time. Also please select your destination airport and the date and time you would like to arrive there.

Cras leo enim, dapibus a, blandit et, dignissim ac, risus. Quisque ultricies, arcu aliquet laoreet nonummy, magna lectus venenatis tellus, ut rutrum quam neque in wisi.

Nullam laoreet, nunc eu iaculis lacinia, nibh wisi scelerisque purus, ac egestas nisi orci quis ipsum. Suspendisse et sapien.

Quisque ultricies, arcu aliquet laoreet nonummy, magna lectus venenatis tellus, ut rutrum quam neque in wisi.

Departure

London [Heathrow]

Departure Time

17:00 pm

Departure Date

01

08

03

Destination

Washington [Dulles]

Return Time

09:00 am

Return Date

24

08

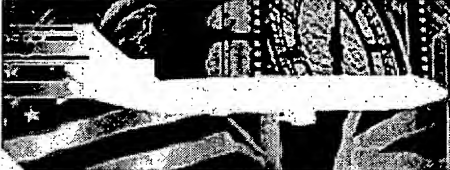
03

Continue

unsubscribe

Figure 5c

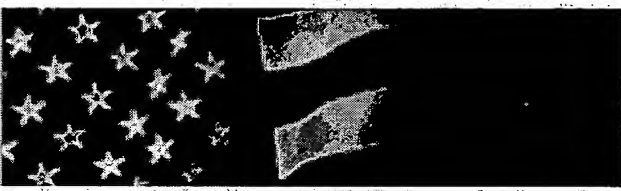
unsubscribe



AIRLINES DIRECT

Taking the headache out of flight booking

40% off all RETURN transatlantic flights!!!



Total price for your tickets are:

Before 40% Discount	£769.40
Total you pay	£461.41

Please enter your credit card details and press the Reserve My Seat button at the bottom of the page.

If the seat(s) are available on your chosen flight your order will be processed and your flight booked.

Credit Card

Mastercard

Card Name

Card Number

Expiry Month

Expiry Year

Issue Number

I wish to receive my tickets:

In the post

☐

At the airport

☒

Reserve My Seat

unsubscribe

Figure 5d



Your request has been successful.

Flight Booking Number: EXJ34021SF

Flight Information:

Departing 17:00 GMT 01/08/2003
LONDON [HEATHROW] to WASHINGTON [DULLES]
Returning 09:00 EST 24/08/2003
WASHINGTON [DULLES] to LONDON [HEATHROW]

You have elected to pick up your tickets from an AIRLINES DIRECT representative at LONDON [HEATHROW]. Please make sure you have your passport with you to retrieve your tickets from our agent.

Please make sure you arrive at your chosen departure airport AT LEAST 1 hour prior to take off. Otherwise you run the risk of missing your flight.

